

A
SEASONABLE ALARM
TO THE
City of LONDON,
ON THE
Present *important* CRISIS.

[Price One Shilling and Sixpence.]

1609/4285.

SHAZONA B. ALARM

THE

CITY OF LONDON

FROM THE

A
SEASONABLE ALARM

TO THE

City of LONDON,

ON THE

Present *important* CRISIS;

SHEWING,

By most convincing Arguments,

That the

NEW Method of PAVING the STREETS
with *Scotch* PEBBLES; and the PUL-
LING DOWN of the SIGNS, must be
BOTH *equally* pernicious to the HEALTH
and MORALS of the People of ENG-
LAND.

— *Non possum ferre, QUIRITES,*
Græcam Urbem.

Juvenal.

— — — O CITIZENS!
I cannot bear a Scotch Metropolis.
Zeal's Miscel.

By ZACHARY ZEAL, *Citizen.*

L O N D O N:

Printed for W. NICOLL in *St. Paul's Church-yard.*

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SEASONABLE ALARM

TO THE

City of London,

ON THE

Present important CRISIS;

THE

By most convincing Arguments

That the

NEW METHOD OF PAYING THE STREETS

with Stone PAVEMENTS, and the

WING DOWN of the STREETS, must be

REPEATEDLY considered by the

and the ALDERS of the Council of

LONDON.

— Mr. J. W. B. W. W. W. W. W.

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— Mr. J. W. B. W. W. W. W. W.

— Mr. J. W. B. W. W. W. W. W.

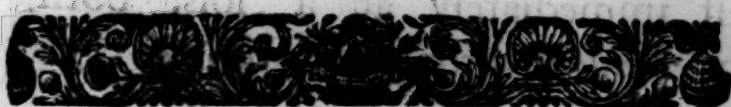
— Mr. J. W. B. W. W. W. W. W.

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— Mr. J. W. B. W. W. W. W. W.

BY NATHANIEL N. N. N. N. N.





DEDICATION.

HA D I followed my own Inclination, and not listened to the *urgent Intreaties* of my Friends, (to whose *importunate Solicitations* the Publick owe the Perusal of the following Treatise) it had certainly come into the World, *as we all do*, naked, and without Ornament : But according to custom, having granted *one* Favour, I was not at liberty to refuse a *smaller*, and so was obliged to consent to write a DEDICATION : Now of all sorts of Writing, bred entirely on *this* side *Temple-Bar*, and untaught to flatter, the Delicatory is what I am
a molt

most unfit for; and I found myself immediately at a loss, both for *Persons*, proper to be the Patrons of *such* a Work; and for *Expressions* proper for me to apply to my Patrons upon *such* an important Occasion. I considered first of the *Parliament*; but the sixteen *Scotch* Peers, and the forty-five *Scotch* Commoners in it, presently disgusted me: I then bethought me, who might be the *second* Body of Men in the Kingdom; and upon a very little Recollection, (it is to my Shame, it should have employed a Moment) I discovered that the *C-mm-n C--nc-l* of *L--ND--N* most undoubtedly was *next* in Dignity to the *British* Parliament: I remembered that *that* high Rank had been lately *adjudged* to belong to them by JUSTICE itself; and not without Reason; they having been, occasionally, the Advisers of Parliaments, and the sage Counsellors

(vii)

of the Counsellors of Majesty.—For
these, and *other** Reasons,

TO THE
C—MM—N C—NC—L
OF

L—N D—N,
THIS
T R E A T I S E,
IS,

With Due Respect,
Dedicated and Addressed,
BY

ZACHARY ZEAL.

London STONE, *Cannon-street*, this Sixth of
November, 1764.

* The Editor having, by an Accident,
the Reader will afterwards be informed
a 2 of

of, become Master of the Author's Notes, found, in the first *Manuscript* Edition of this *Dedication*, these detached Sentences——have much *Knowledge*, especially *political*.——Much *Patience*, particularly under *domestic* Misfortunes——free from *Vanity*, in Plate, Entertainments, Dress, and Servants' Liveries——from all *Affectation* and *Mimickry* of the Manners of the Court,——very *religious*, especially in the Observation of *Sunday*——Men of *universal* Learning ; but more particularly in the *belles Lettres*——very eloquent in *Vestries*, and at the *Hustings*——Supporters of Government, chiefly *of late*——respectful to their Sovereign ; *silently* so, on *publick* Occasions,——deeply skilled in the Law ; especially the *Law of Parliament*——much esteemed as *Individuals* ; highly respected as a *Body*.——Perhaps from *these* may be guessed the Author's *other* Reasons : But this is only a *Conjecture* of the Editor.



TO THE
R E A D E R.

Gentle Reader,

*W*HEN thou shalt have come
to the End of this Book, thou
wilt then certainly know, that it has
cost the Author much Time and La-
bour; which, of a Truth, it has: But
it is meet that I should previously in-
form Thee of this; that, bestowing
upon it the proper Attention, Thou
mayest receive abundant Instruction,
and Entertainment from the Perusal:
Above all things, let me caution Thee
against a cursory Reading of it; (a
Method alas! but too frequent in our
Days)

Days) assuring Thee, whether Thou ever discoverest it, or whether Thou discoverest it not, that, throughout the whole, more is meant; than meets the Ear: I have wrote it less with a View to make Thee read, than to lead Thee to think——and, to think usefully too,——a thing much seldomer practised, than, without great Knowledge of the World, one could easily believe: Wishing Thee much Happiness; I wish Thee Health and a contented Mind.——Adieu.





A

R E Q U E S T.

MY Lord, or my Lady ; Sir, or Madam ; I am very unwilling to detain you longer, hungering and thirsting as I know you are, after Instruction, from this rich Repast ; but, for the sake of your own Understanding, as well as that of others, to whom you may chuse to read, or repeat, I must beg of you——
to read at leisure : The Effects of much *good* Writing are lost, from *bad* Reading : Let me intreat you therefore to mind your *Accents*, and your *Emphasis* ; and to read *slowly*——
 ——Now please to begin.

(IX)



SEASONABLE ALARM

TO THE City of LONDON.

GENTLEMEN*,

OF all the baneful Consequences, which attend the Rage of Politics, no one appears to me more dangerous, than their withdrawing People's Attention from things material, and in which they are more immediately concerned; and placing it upon Objects, trifling in themselves, and in which, perhaps, they have not the remotest Interest: Provided we

* Now you may fancy this a Letter to the Common-Council, tho' it is dedicated to them—
But, read on; and you will see.

B

are

are suffered to cut *Logwood*, unmolested, in the Bay of *Honduras*, it is no matter, tho' the Earth is moved from under our Feet in *England*; and if a thorough-bred Politician has but the Authority of the Gazette, that all Differences concerning *Turk's Island* are to be adjusted, in a manner suitable to the Dignity of the Crown of *England*, he reads, with much Indifference, that a Storm has laid waste a whole County, or that a Fire has desolated some Streets in this City. A great Commoner once said, *America* was conquered in *Germany*; and I can, with equal truth, affirm, that *England* will soon be lost in *America*: Of this, can there be a more striking and melancholy Proof, than that Carelessness and Indifference, that total want of true old *English* patriotic Concern, with which most of our Countrymen sit tame and listless Spectators of the dreadful Devastation, occasioned by the Introduction of *Scotch Administration*, and of *Scotch Pebbles*, into this Metropolis. Not contented with the Ascendant, they have so unduly obtained over us, they take this method of publishing it to the World, by

razing

razing our Streets, and pulling down our Signs ; so that in a short time we shall not have a Foot of *English* Ground to walk upon, nor will there be a Sign of an *Englishman* left, in the Metropolis of *England*.

The faithful Pen of History records, that Conquerors, in antient times, used to throw down the Houses, and to plough up the Streets of the Cities of the subdued Land : The *Scots* have not yet proceeded quite so far : Thank Heaven we have still our Houses to live in ; but these Houses so bared, so spoiled of their Ornaments, that many of our Streets seem not the same they were six Months ago ; and they are perhaps left standing, only in the hopes, that they may in time be inhabited by these *Emigrants*, or their Posterity ; who, as the *Goths* and *Vandals* over-ran *Italy*, will, I am afraid, at length overspread and ravage this unhappy Land. The sad Situation, to which they have reduced some of our most ancient Streets, needs not to be painted to any one, who has for some time past, with equal Sorrow and Inconvenience, walked

the *Strand*: Every Gutter, sympathising with all true hearted *Englishmen*, weeps the dreadful Effects of *Scotch* Administration. Even the *Posts*, these innocent, inoffensive, nay useful, Ornaments of the Foot-paths, have not escaped their Rage of Innovation: *These* also are taken away, and the old Barriers, between Horses and the human Species, being thus removed, *Englishmen* are cast out into the Streets, and obliged to mix with the brute Creation: This seems to me to be a *strong* Step towards making *Beasts* of *Burden* of us entirely; and it will be well for us, if we share not a severer Fate than the *Gideonites* of old, and become not worse than Hewers of Wood, and Drawers of Water, to these insolent and overbearing *Scots*. Numbers of my credulous, unsuspicious Countrymen are imposed on, by the artful Pretences of that crafty People, that all these Alterations are for *our good*, and that it is *our* Interest they have only at heart: But, in this the *Scots* resemble *Women*, who never want means to attain their end; whenever the *Scots* have had a *Job* of their

own to serve, they have always had Address enough to make a number of People believe that *they* were quite *disinterested*, in the Matter ; and all they did, they have gilded over, with the Pretence of Attention to *our* Welfare and Regard for *England* ; But you, Gentlemen, are not to be deceived in this manner ; you know well, that the *Amor Patriæ**, is strongly prevalent in all Nations ; and, that the *Scots* are more remarkably *infected* with it, than *any* other People : It were therefore against Probability, against Common-Sense, against Reason, against sound Judgment, against Reflection, against Experience, against Honour, against Truth, and against human Nature itself, to suppose any Man, born on the *North Side* of the *Tweed*, to have the smallest Attention to any Man, or any Inch of Land on the *South Side*—*excepting*, to make that Man his *Slave*, and that Inch of Land his *Property*. As well might one suppose a Man, born in *Cumberland*, concerned for the

* These two Words signify, the Love of our native Land.—This for my Readers in *Port.r-houses*.

the Interest of *Cornwall*; which must, at first sight, appear to be a Supposition totally chimerical; and would be even more than a Member of Parliament pretends to: Mr. T—*ks*—*ld*, a Gentleman whom upon this Occasion I mention with Pleasure, writing lately to his Constituents at *Ex*—*r*, in a Letter intended for Publication, and on an Occasion, where even the Affectation of Love to one's Country would be advantageous, yet by no means carries it so far as to suppose, that a *Scotchman* may not possess a sufficient Love for his Country, without having the least regard for *England*; or that a *Norfolk Man* may not be a very good Patriot, without the smallest Attention to the Welfare of the Inhabitants of *Devon*. He says, in his Letter, after narrating his Services last Session, “ I am ready to join in any legal
 “ *constitutional* Attempt to free my Country
 “ from this *most partial* and *oppressive*
 “ Tax*.” Now you, Gentlemen, are not ignorant,

* In any other Letter, I should have doubted if *partial and oppressive* Tax was a constitutional Mode of Expression. But I suppose Privilege of Parliament extends not only to Members Persons but to their Epistles.

ignorant, though *less* knowing Ones may, that the Tax he speaks of affects only *six* or *seven* Counties; and so you see the Extent of his Country, and of course of his Love to this same Country of his: You perceive his Love to his Country, extends but to a few Counties of *England*; and will you, Gentlemen, allow yourselves in such wild Extravagancies; as, after this, even to suppose, that a narrow hearted, clannish *Scotchman* could contain, in his Bosom, patriotic Affection sufficient to embrace not only all the Counties of *Scotland*, which are about thirty, and bleak enough to cool the most ardent Love, but also to hug forty Counties of *England*, with the twelve *Welsh* Counties besides;—this is beyond all Reason; and above all Belief.

Undeceived by these Considerations, I hope my deluded Countrymen will not longer suffer themselves to be imposed on by this *Scotch* Trick. The *Scots* affect to be wiser than either we or our Ancestors; But I think we may say to them, as old People often can to young, You *think* us Fools; but we *know* that you are Fools: Had the
Paving

Paving of the Streets, or the Suspension of Signs, been any *new* Invention, their Pretensions to superior Knowledge had been less intolerable.—Not, that I yield a Point in Invention, or in any other Branch of Genius, to the haughty *Scot* ; or see that more Wisdom is likely to arise from an Oat-cake and Onion, than from good roast Beef and Plumb-pudding.—But, to presume to set up their crude Schemes against our Wisdom of Ages, to pretend to advise us in the Paving of the Streets of *London*, whose Streets were paved, before a Stone of their sweet smelling *Edinburgh* was laid, nay, for aught I know, or *you either*, Gentlemen, perhaps before an Inch of *Scotland* existed : This, this is the very Height of Arrogance ; and low, low indeed, have we reduced ourselves, when they dare to dictate to us in this insolent manner, and upon *such* a Subject.

I own I feel for the Honour of my native Country ; I hope, you also do, Gentlemen, upon such an Occasion, and in a Point of such national Importance : Would I had the Tongue of a *Cicero* or a *Demosthenes*,

nes, those celebrated Common-Council-Men of *Rome* and *Athens*; then would I lift up my Voice in the Streets, and proclaim to my Fellow Citizens their Danger: To you, Gentlemen, I now address myself, and from the *immense Weight* of the Arguments I am about to use, and your *well known* Wisdom and patriotic Spirit, I yet hope that this Rage for *Scotch* Measures, notwithstanding the mistaken Zeal of some, shall never be suffered to enter the City Gates.

First then, Gentlemen, in new-modeling our Streets, the *Scotch*, and their Adherents, *Scotified Englishmen*, pretend, that our Advantage, and the *Improvement* of the Place, are their *sole* Motives; and that they are entirely *disinterested*; whereas, on the other hand, I affirm, and will show it, that the *new* Method of Paving is *prejudicial* to both the *Health and Morals* of the Inhabitants, and that the *Scots* are the *only* Gainers by this Quixotic Scheme. This last, that *Profit* is their ultimate End, it is most amazing nobody has before discovered, and is a Proof of our *extreme* Delu-
C
fion,

tion. Every body knows the Poverty of *Scotland*, that it produces neither Wine, nor Oil; neither Wheat nor Rye; and that almost the only three things, to be found in it, are Brimstone, Oatmeal, and Onions*: Necessity is often the *Parent* of Invention, and seldom fails to *sharpen* it: Nothing proves too hard, for these *meagre Sons of the Mountain*: They have contrived even to drive a Trade of *Stones*, and evince the Truth of what *Solomon* says, that there is a Time to *gather* Stones, as well as a Time to throw them away: If in return for a Ship-load of their hard *Flints*, they carry back a Ship-load of our hard *Guineas*; or Bags full of *our* Bank Notes, (known now to circulate even in the *Highlands of Scotland*) deserve they not some Praise for their Ingenuity;

* *An Instance of the Poverty of Scotland.*—A Lady of my Acquaintance *here*, lately received a Letter from a Lady of her Acquaintance *there*, in which she complains she should be starved to Death of Cold and Hunger; for, she neither could get a House to lodge in, nor *Hams*, *Sbrimps*, nor *Ancho.ies*.

N. B. The Lady was in *Glasgow*, which the *Scots* compare with *Liverpool*.

Ingenuity ; and have they not like *Craesus* acquired the Power of converting the most worthless Substances into Gold.——We, to be sure, if 'tis much Consolation, may be said now, by a *Figure*,——to pave our Streets with Gold.

No Complaint perhaps is juster, than that Luxury and Effeminacy fast encrease : Our *Lady-like* delicate Youths, no longer able to bear the manly invigorating Exercise of riding on Horseback, are to be seen only, taking their *Noon-day* Airings, mus- fled up in warm Coaches, or, if the Weather be very fine, and no rude Breath of Air abroad, the *dear Creatures* venture out in a single Horse Chair, indolently hung upon Steel Springs : Every Body knows how rapidly bad Habits advance ; tho' few are aware how much——very much more than most People imagine.——*Morals* depend upon the *Exercise* and *bodily Strength* of any People : Our Fathers walked, run, and rode upon our old Streets, without Mummer, or Complaint ; and they were a stronger and more virtuous Race, than their degenerate Sons : But we have brought
C 2 ourselves,

ourselves, to such an extreme Pitch of Debility, that with the utmost Assistance of exerted Art, in the Construction of our Carriages, (which seem rather contrived for the Purposes of *Sleep* than *Conveyance*; and might be called *Dormitories*) have yet scarce Strength sufficient to use them, and are continually complaining of the terrible Pain of *jolting over the Stones*.—What *emasculated* Husbands are the Mothers of the present Age providing for their Daughters!

The *Roughness* of our Streets, which, I am told, was the chief reason given for introducing these smooth *Scotch* Pebbles, appears to me to be the very strongest Argument, that can in reason be urged against it: Nobody is ignorant that Exercise contributes extremely to Health, or rather indeed, that Health is not to be had without Exercise; and that, without Health, no one can enjoy Happiness: Most People feel also, how unwilling they are often to take a proper Degree of Exercise, and that it is happy for them, they are sometimes *obliged* to do it: Now of *all* Sorts of Exercise,

ercise, the least expensive, the most convenient, the most healthful, and the *undoubtedly* most agreeable, for almost all Ranks of People, is, *that of Jolting over the Stones* : The Ladies take it, insensibly, in paying their Morning Visits, or when they go a *Shopping**; the *Courtier*, when he goes to the Levee; the *Lawyer*, in driving to *Westminster-Hall*; the *Physician*, in visiting his Patients, and in short, *every Man* may take it at a small Expence, and without, at any Time, going much out of his way, the proper Requisites for it, being to be found, at the End of every Street : But if the present fashionable Mode of Paving goes on, we shall not long have this in our power; and the healthful Roughness of our Streets will be destroyed.

* Ladies are said, to go a *Shopping*, when, in the Forenoon, *sick of themselves*, they order the Coach, and driving from Shop to Shop, without the slightest Intention of purchasing any thing, they *pester* the Tradesman, by requiring him to shew them his Goods, at a great Expence of Time and Trouble.—For which, after their Departure, they sometimes receive, *not unmerited* Benedictions.

An eminent Physician, but of a tender Constitution, foreseeing the dreadful Effects that would be consequent to this Novelty, long ago as I am informed, laid aside his *Steel Springs*, and ordered his Chariot to be hung, so as to receive the utmost Exercise our smoothed Streets will now afford ; and several Members of Parliament, I hear, suffered very much in their Health last Session, which *no Doubt* was occasioned entirely, by the Alterations made on *Parliament-Street*, by which they were deprived of their usual Exercise ; and, to their Non-attendance, the Effects, *you see*, of these *Scotch Pebbles*, it was probably owing, that *Scotch Measures* so much prevailed ; and things went not, in the Manner, you and I, and all good *Englishmen* could have wished : We shall undoubtedly have good Cause to rejoice, in our new Method of Paving, if thereby our Representatives are disabled from discharging their Duty to their Country, and a Way is thus *paved* for the Loss of our Liberty, and the overthrow of our Constitution : Thus, *you see*, this Evil goes *farther* than some People may

may at first imagine, and *this* is one of the dreadful and pernicious Consequences of *Scotch* Pavement, which I believe but too few among us have attended to. You, Gentlemen, will in a very particular Manner, be affected by this pernicious *Scotch Smoothness*, and therefore it is expected you should more strenuously exert yourselves to prevent *Scotch* Pavement from gaining Ground in the City. *England* has long admired you for your Understanding and Practice of *Good Living*; and to you it is we owe, Gentlemen, that our Chaces are not overstocked with *Deer*, and that the glad Sound of *Turtle Feasts* are so frequently heard in our Streets. In their private Families, and at their publick Entertainments, I say it for their Honour, the Common-Council of *London* consume more of *these* two Commodities, than all the rest of the Kingdom: It is necessary they should do so, for the Credit of the City; as worthy Patriots get drunk for their Country's Good. And how, Gentlemen, are they to digest these publick-spirited Meals, necessarily detained in Town, as the worthy
Common-

Common-Council-Men but too frequently are, but by the wholesome Jolting of a Hackney-Coach——Deprive them of this, or destroy the Roughness of our Streets, from which *the* Exercise arises, and, dire to think ! what a long List of useful and worthy Citizens is likely, every *Venison-Season*, to swell the Bills of Mortality ?

It is a stale, but just Observation, that the *Romans* were conquered by the very People they subdued ; and that their *Victories* proved in the Event the *Source* of their Ruin : They learned the Luxury of the conquered Nations ; they became effeminate ; and fell an easy Prey to the resistless Arms of a manly, rough, uncivilized Race : We know also, that Tyrants, when they have subdued a People, and despoiled a State of its Liberty, have also, by all means, promoted Luxury, and introduced all Sorts of effeminate Pleasures, as the surest Methods of destroying the Morals of the Vanquished, and of perpetuating their slavish Subjection. Let my Countrymen beware, lest the hardy Sons of *Caledon* meditate something of the like sort ; and
bring

bring their smooth Pebbles here, *only* that they may some time hence, with more Security, tread upon us. *Timeo Danaos, & Saxa ferente* *.

A great *Commoner*, who can see as far into a *Mill-Stone* as most People, once discovered, that the Streets of *Oxford* were paved with *Jacobitism*: And I am, indeed, very much out in my Conjectures, if *our* Streets begin not to be paved with *Rebellion*; and if Sons of Disaffection may not hereafter spring from *these Stones*. All Philosophers are agreed, that Air, Climate, Seasons, Soils, and a thousand other *external* Circumstances, influence the Constitutions, and Manners of Mankind; and right Reason, as well as Philosophy, requires us to believe, that our Minds and Bodies are also sensibly affected, by the *Substances we walk upon*: Every one knows that there is a most amazing Difference, both in animal, and spiritual Powers, between the Man

* That is, I dread the *Danes*, the old Enemies of *England*; and those who bring Stones, that is, the *Scots*. See *Merlin's Prophecy*, p. 1197.

who continually treads on *Turf*, and him who constantly moves on *Flint*. Perhaps the *Hardiness* of the *Scotch* Highlanders, cannot well be ascribed to any *other* Cause, than that from their Infancy, they are inured to tread barefooted the *hard Rock*. If these things are so, *as undoubtedly they are*, may we not, with Justice, consider every *Scotch* Stone, as a *Seed* of Disloyalty; and what have we to hope, but that half a Century hence, Heaven abridge not the Period! we may reap the Fruits of our disgraceful Labours, in a Harvest of Rebellion and Civil War.

Having thus, I trust, Gentlemen, proved to your Satisfaction, (as I have very much to my own) that the *new* Method of paving the Streets, with *Scotch* *Pebbles*, must be fatally destructive, both to the *Health* and *Morals* of our Inhabitants, I proceed next to show you, that the *pul-ling down the Sign*, will, if possible, be attended with still *more* pernicious Consequences; and that, if this second Part of this ruinous *Scotch* Scheme is carried into Execution, *London* must then indeed be
undone,

undone, and *England's* Metropolis ruined, past Redemption ; past the Power either of a *P——tt* or a *Pr——tt*, to save her.

And now, Gentlemen, entering upon this *here* second Branch of this important Argument, I will endeavour to preserve the same Method I did in that *there* first ; and will unveil to you the latent Mischiefs lurking under this baneful Project, *first* as they will injure the Health, and *afterwards*, as they must affect the Morals of our robust, and yet virtuous Citizens.

I am almost unwilling to recall to your Minds, any thing that has been already hinted ; for I am fully persuaded, you have been reading with that *great* Degree of Attention, the *Importance* of the Subject requires ; and yet I cannot here forbear reminding you, that this being a *Scotch* Measure, merits on *that Account only*, nay for *that* single Reason alone *demand*s, your warmest Opposition. But, Gentlemen, when you consider that it is not only *Scotch* ; but taken with an Intention to *affront* you, to expose your Houses naked, to the Wonder and Contempt of Foreigners ; can you

with the smallest Pretence to the amiable Characters of Patriots, fit still a Moment longer, the tame Beholders of the Injuries and Insults, thus offered to the Capital of your native Land. Little do you suspect, Gentlemen, that the *Jews*, long the Buyers of *old Clothes*, but of late the Purchasers of *old Signs*, are only the Agents of *Scotch* Factors, employed to buy up the whole Habilitments of our Houses, for the Ornament of *Edinburgh*, *Glasgow*, *Aberdeen*, and other *Scotch* Towns, which will shortly shine in the Spoils of *London*; just as our Churches, and the Halls of our Colleges, were, under Mr. P——t's Administration, adorned with the Colours and Standards taken from the *French*: And no *Englishman* can doubt, that the *Scotch* will point out these Signs of the Subduement of *England*, with the same *Exultation* we have often shewn the Trophies gained from *France*, but gained in a more honourable Manner: Observe in this too, how the *Scotch* turn our Misfortunes to their Advantage.

I just before hinted, what I thought the taking down the *Postes's** might lead to; (see p. 4.) and I shall only here suggest, what I am afraid may be the *Consequence* of pulling down the Signs: Every one who has read that useful Book *Dodfley's Environs of London*, must know, that Numbers of Streets in this City have their Appellation from some Sign in the Street; and for my own part, I confess, I cannot help being under Apprehensions for the *Street*, when I see them pulling down the *Sign*, which gives *Name* to that Street: I believe no Person will doubt, that the Men, who had Hardiness enough to kill *Cæsar*, would scarcely have relented at the Murder of a *Dog*, who bore his *Name*. Gentlemen, please to turn this, *seriously*, in your own Minds.——Now I proceed:

First then, in favour of the *Healthfulness* of this *Scotch Measure*: It has been alledged, that the Signs stop and obstruct the Circulation of the Air, and occasion it to stagnate; and stagnated Air, as stagnated Water, is unhealthful.——Now, Gentlemen,
if

* Warranted by the highest City-Authorities.

if this happens at all, it must happen either in *calm*, or in *windy* Weather: In *calm* Weather the Air moves not, every one knows that; and in Common-Sense, how can any thing be said to be *stopt*, which is *not* in Motion: None surely but a Fool would talk of stopping a Man, who *stood still*.—In calm Weather too, at worst, the Signs, being at rest from want of Wind, hang listless and motionless, neither doing good nor harm; equally useless and insignificant (I mean only as to circulating the Air) as any of the many gay gaudy Insignificancies that *pass under them*.—But this is not always the Case; for very frequently in calm Weather, shook by the Motion of Carriages over *rough old English Stones*—This will never happen by Carriages sliding over smooth *Scotch Pebbles*—they occasion a Circulation of Air, which could not *otherwise* happen, and create a cooling Breeze, for the Refreshment of the industrious Tradesman, as he pants along the Streets: It is also known, that in Weather where there is a little Air stirring; but *insufficient* to move the Signs, they are yet even

even *then* useful ; by diverting the Stream of Air *downwards*, and so increasing its Celerity *below* ; which cannot fail to prove both salutary, and agreeable, to the Passengers underneath ; who move and breathe in that accelerated Current.

It could not escape you, Gentlemen, that the same Motion of the Carriages on the Streets, which I mentioned to *shake* the Signs, must also *shake the Walls of our Houses* ; and you will at a Glance perceive, of what Consequence it is to have *this*, as a Check upon the Frauds of our Builders, and a kind of Compulsion upon them, to make good and sufficient Work : Once they were freed from any Apprehension from the Motion of Carriages, who knows, whether our Houses, reared in mild Summer Weather, may not fall before the first Storm of Winter, and tumble about our Ears, upon the slightest Touch of an Earthquake. I am sensible this Argument is introduced here with some Impropropriety, as to *Connection* ; but it was *too* important, to be omitted ; and of *too much* Consequence, to be degraded into a *Note*.

I have already shewn that, in *calm* Weather, Signs are at worst *innocuous*, and that they are *sometimes* useful.—In windy Weather, Ignorance itself only could alledge, that they occasioned a Stagnation of Air : There is not a little Miss of *six* Years old, from her Observation in a Drawing-Room, (to which they are now *wisely* earlier introduced, than our old-fashioned Grandmothers did their Daughters) who cannot inform us, that the Motion of a *Fan* creates a brisk Circulation of Air, and cools her Face : And what is a Fan, Gentlemen, but a Sign ; moved, indeed, above its Axis, where a Lady's *snowy* Arm comes in place of a *black* iron Rod, and her Fingers and Thumb are the Hinges.—And serve not Fans as Signs too, and often give us a Hint of what we are to expect within*. Considering,

* I intended here to have shewn, that a Fan full of well-dressed Figures, denoted its Wearer to be fond of Dress—that one, crowded with Figures of naked Boys, betokened the Lady to be amorous—of the Exercise, of which natural good Quality, Boys *oftener* than Girls are the Consequence : But it requires a very particular Knowledge of the Sympathy *between Souls and Bodies, in Conjunction*, to understand this Observation.

dering, therefore, that, in *windy* Weather, the Signs not only move, but move briskly, they must certainly be so far from occasioning a *Stagnation* of Air, as the *Scots* would idly attempt to persuade us, that they must very considerably quicken its Circulation; and there can be no more doubt, that Mr. *Wind* will move quicker on, assisted by the buffetting Signs, than that a Man, running between two Rows of Spectators, where each Person gave him a Blow on the Back as he passed along, would much sooner reach the Goal, than if he had run the same Course in a Field alone, or had been deprived of such Assistance.

This is therefore undoubtedly the Case, as the Signs *move*: But supposing them to

vation. I meant also to have pointed out, how a Lady's Religion, Politicks, and in short all her good Qualities, might be displayed upon, and are discoverable from her Fan.—But I found this would have led me too far out of my way; and have therefore reserved my Observations on that Subject for a particular Treatise, which I shall beg leave to dedicate, Gentlemen, to *your* fair Ladies, and *their* fairer Daughters.

stand still, in windy Weather ; they would be far from producing the bad Consequences alledged against them : They would, on the contrary be of use : For supposing them to be immoveable, by *contracting*, they would *strengthen* and *accelerate* the Current of Air ; just as Boards, placed in the middle of a River, increase its Rapidity at the Sides ; and, as Bars thrown in our Way, often quicken our Industry : If any Person doubt this, let him repair to *Newgate-Street*, (and 'tis well worth his Pains, to gain *so much* additional Knowledge in natural Philosophy) and he will there find, that the Stream of Air flows stronger under the *Arch-way*, than in *any other part* of the Street ; which is wholly owing to the Opposition it there meets with from the *Wall*, which *confines* its Course : This Observation will prove also, that this Prison can be by no Means the unhealthy Place, *some* would represent it, but that on the contrary, it must be by much the most *healthy*, as it is undoubtedly the *stateliest*, and most *agreeable* Habitation, in the whole Street : What Pretence can there be then
for

for *removing* it, especially under the opprobrious Appellation of a Nuisance; unless with those, by whom some of the wisest Deeds of our Forefathers are termed *Nuisances*; and who scruple not to call Magna Charta itself a Nuisance, when it stands in the way of their nefarious Schemes against *English* Liberty: In my Opinion, *Newgate*, *Magna Charta*, and our *Constitution*, must stand and fall together*. So far therefore, am I from thinking that this *glorious* Edifice should be pulled down, that in Imitation of it, I would have *Arches* built across most of the principal Streets of the City, for the creating of Currents, and accelerating the Course of the Air: When the Wind chanced to fit *Westerly*, the Breath of Court-Favour would by this means sooner reach the City; and, when it was in the *opposite* Quarter, in this Manner, would our Complaints, whether against *Peace*, *Cyder*, or *Perry*, be more quickly conveyed to the Royal Ear.

E 2

So

* Let the judicious Reader recollect the *dreadful* Consequences, which attended the Taking down of *Ludgate*; and in *whose* Administration *that* happened.

So fully was I convinced of the Utility of *Signs*, in preserving the Air *pure*, that I had but lately contrived a piece of very ingenious Mechanism, for keeping them *in perpetual Motion*, in *calm* Weather: But if you, Gentlemen, are tamely to submit to this intended Indignity, and our Signs are to be pulled down; in that case, I retire with Pleasure, and with my Machine, to some other City, whose Inhabitants are not yet *Scotified* out of their Understandings, (where I doubt not many warm and disinterested Friends to their Country will soon follow me) and whose Streets shall then have the Advantage of my ventilating Engine, whilst your naked and denuded Streets, without Sign or Ornament, will look as aukward, as a Lady in a Drawing-Room, who has forgot her Fan; and is perpetually employed in putting to rights her Hoop-petticoat, or adjusting her Tucker. The Physicians at the West End of the Town have all this Summer, I have observed, travelled the Streets, with one of their Side-Blinds up, even in *windy* Weather; which I now understand, is on
account

account of the Diminution of the Circulation of the Air, by the *pulling down of the Signs*.

Hitherto I have considered the Downfall of the Signs, only as it must *immediately* affect the *Health* of our Citizens; and, even in this view, in a *secondary* Sense, it may be regarded as noxious to their *Morals*, considering, as I have shown above, how much the *Morals* of any People depend, upon their *Strength*, and *Healthfulness*: I now go on to consider this dreadful Evil——It will be only dreaded, if you, Gentlemen, exert yourselves as I trust you will——in another light, *viz.* as it must considerably abridge the *means* of *Knowledge* in this Metropolis; and, of course destroy good *Morals*. It is a Maxim of the *Roman Catholic*, and I believe also of the *Presbyterian* Religion, (for they much resemble one another) “That *Ignorance* is the Mother of *Devotion*.” But our more enlightened Church holds very different Doctrines: The more *Light*, the more *Religion*; and he who clouds *Knowledge*, darkens the Paths of *Virtue*.——Now,
Gentlemen,

Gentlemen, eyeing the Destruction of our Signs in *this* light, it is impossible to doubt a Moment, whether it will not be prejudicial to Morality : How much the serious Contemplation of the Works of Nature contributes to Religion, Philosophers of all Ages, and of all Nations, are agreed : *All Creation preaches Religion* : But with what a small part of Creation, can the Shoe-black confined all Day to his *Tripod*, or the Taylor squatted from Morn to Night, on his Master's Board, be acquainted ; if deprived of all other Occasions, than what arise from their several Occupations : It is true, the *first* may, in his *airy* Workhouse, with sympathetic Feelings, admire the regular Change of Seasons, and the surprizing Inconstancy of *English* Climate ; while the *other* has usually around him *Objects* in abundance, to furnish out Meditation on some of the minuteſt of the viſible *Animal* Creation ; and the act of *Slaying* committed almoſt every inſtant, with Impunity, and without Remorſe, may convince him, that Man was undoubtedly intended, by his
Maker,

Maker, the great Lord, and Ruler of the lower World.

But, Gentlemen, what is all this ? How little to satisfy the *Cyclopi*an Eye of *English* Curiosity ? And yet, if our Signs are pulled down, what *more* shall we have left ? Forbid it, Heaven ! that we learn only the Value of our Signs, when we are about to lose them ! People of Fortune, Gentlemen, have it in their Power to go abroad, to see, with *their own* Eyes, the Works of Nature, and of Art : But others must be contented to see them, as I may say, with *other* Eyes ; and to them *Representation* comes in the Place of *Reality*, and in this mimick Creation, the Painter's *Pencil* is as the *Finger* of Nature : Thus, by the assistance of Painting, we travel *at Home* ; and thus, are the *fine Arts* evidently subservient to the Purposes of *Morality* :——But still it will be said, the inferior Classes of People, which compose the Bulk of the Nation, have it neither in their power to purchase, nor to see these masterly Representations of Nature by a *Titian*, or a *Raphael* : True, they cannot ; and *here* it is, that the Utility of
of

of Signs most evidently appears ; for upon them are depicted *Likenesses* of these *deceitful Representations* of Nature, to be seen by all, at no Expence : *They* are equally faithful Images of the Objects they are intended to exhibit, and I doubt not contribute equally to *Devotion*, as *those* more expensive Copies : In this View, I have long considered this Metropolis, as the *Museum* of the lower sorts of People ; and that to a plain Farmer, coming up from the Country, the Tour of *London*, might be *nearly* as useful, as the Tour of *Europe*, to his young Master, from *Eaton* : On our Signs are to be seen Beasts, Birds, Fishes and creeping things, from every Kingdom of the Earth, and from under every Quarter of Heaven : Universal Nature here caters for our Entertainment ; and to this alludes, that trite emphatic Saying, “ that all the “ World is to be seen in *London*.” — I admit, that considering the ample Field Sign-Painters have to range in, we find not that *Variety*, we might justly expect ; but this is owing to a Defect of *Police*, in suffering these Sons of *Appelles*, to make two Signs
of

of the same Objects ; which they should be prohibited from ever doing, under the *severest* Penalty ; until they had entirely painted out, and fully exhausted all the visible Creation : There is no Insect so small, as to be unfit for this Purpose ; and a *Fly* or a *Pismire* will serve equally well to distinguish a Shop, as a *Whale* or an *Elephant* : The good consequence of such a wise Regulation, would be, that, in a little time, we should become *equally* well acquainted with, *all* the Works of Nature ; and we should not hourly be meeting with Milliners, Tallow-Chandlrs, Mercers, Grocers, living in the *same* Street, and *all* at the Signs of the five Bells, the Peacock, or the seven Stars.

Here, I gladly take Notice of a piece of very common Dishonesty, in hopes, that such as are guilty of it may reform : It is this ; no sooner has a Shop or Tavern acquired Reputation under any Sign or Name, than instantly *that* Name, or Sign, is assumed by fifty others ; frequently very much to the Prejudice of the Original ones : This is unquestionably, *a Filching from me my*
F *good*

good Name ; and a subtle Species of Fraud that merits the severest Punishment ; yet are there innumerable Instances of it, in this Metropolis.

I have always observed, Gentlemen, that Examples in Reasoning, like Precedents in Law, are usually of great Consequence ; I will therefore, with your Permission, for the Strengthening of your *Faith* in the above Arguments, (which, you will however recollect, are neither *against* nor *above* Reason) produce a few Instances ; in which, the prodigious Advantage of Signs, will be seen at first Sight ; and, I will afterwards point out, by what means Signs might be rendered still *more* useful, if we are only suffered to retain them.

The Sign of the *Moon*, represents the *Moon* ; and the Moon is the Emblem of *Inconstancy*, and has been held in high Esteem, not certainly for *that* Reason, by fair Ladies in all Ages : a worthy Al——rm——n of my Acquaintance told me the other Day, discoursing on the Usefulness of Signs, that he had for forty Years believed there was a *Man in the Moon*,
till

'till chancing to see a *true* Picture of the *full Moon* on a Sign, he found out his Mistake; and now did not believe there was any such thing, but that the Moon was just, like the Sun, a great *Ball of Fire*, part of which was sometimes *clouded* with Smoke; and that no Man, to be sure could live in it, unless he were a *Salamander*: For the Advantage therefore of future Ald—n, who may be in the same Error as my Friend, as well as for the Instruction of our young Ladies, who *never* are ABROAD at Night, and yet may chuse to see their favorite Planet, I hope our Moons shall remain: The Knowledge of celestial Objects, is much easier obtained, when by the Painter's Pencil, as by a Telescope, they are brought nearer to the Eye.

The Sign of the *Sun-rising*, gives to the Eye of *Indolence* the most glorious Sight in the World: That great *Luminary* rising from the Lap of *Thetis**, blooming like a

F 2

Bride-

* *Thetis* is a Sea Goddess, with whom *Apo lo* is supposed to carouse in the evening; and hence his ruddy Complexion every Morning: His Evening Colour, tho' *similar*, is obviously of another *Hue*, and proceeds from the Fatigues of the Day.

Bridegroom, and rejoicing in his Strength.
N. B. For the Honour of the Female Sex,
 I know *three* Ladies who have seen the Sun
 rise in *May*.

The Sign of the *seven Stars* informs *Ignorance* of the *Pleiades**; and without such Information, many an honest Citizen might have died, in Ignorance of any such Constellation: to his great Discomfort in *this*, and to his certain Loss in the *other* World; where, *doubtless*, there are Punishments for Peoples reading so many wicked political *Pamphlets*, without ever once glancing the great *Volume* of Nature.

The Sign of the *Sun over three Bishops Mitres*, denotes, that Religion flourished in those Days, *when* that was put up; which may be learned of the Master of the
 Shop

* This is the Astronomical Term for the *seven Stars*; which appear in the Heavens, exactly as they are painted on a Sign, in *Cockayne-lane*, near *Gresham College*—and *no where else*. This Note, and the preceding, may be useful even to some of my Patrons; as a Man may be a very good Council-man, without much acquaintance with the *Misses Pleiades*, and tho' he has never had the Honour of being introduced to *Madam Theis*.

Shop within ; and such Information may be useful, for the settling controverted Points of History—alas ! few Signs of this Sort are erected in our Times :

*Ætas parentum, pejor avis, tulit
Nos nequiores, mox daturos
Progeniem vitiosorem*.*

The Sign of the Sun irradiating the Head of Queen Elizabeth, betokens, that her Understanding was clear and enlightened, and her Wisdom from Heaven : The Effigies of all our former Monarchs, thus constantly presented to our Eyes, tends to preserve that Reverence and Respect, which good Subjects should ever retain for deceased Sovereigns ; however little they may have for the living.

The Portraits of all the ancient Philosophers, brings us somehow acquainted with these

* I would have put this into *English* ; but attempting it after Dr. Francis's method ; by giving every Member of every Sentence, exactly as they stand in the Original, I found myself unequal to the Task—tho' I recommend this Method of translating as *superlatively* good. See Francis's *Demosthenes* preliminary Discourse. p. 45.

these Sages ; and inspires us with a Desire of reading their Works: There are not two Desires more natural, and more reciprocal; than from knowing an Author's Person, to wish to read his Works ; and from having read his Works, to wish to know somewhat of his Person——and *what like a Man he is* : All Authors know this, and this it is that leads them so much to publick Places : Hence you see *Cicero* so often in *Westminster-Hall*, or at the *Playhouse* ; and his Works are read, because People are curious to see——what such a sottish looking *Son of Virtue* can produce.

The *Griffon* is an Animal few People are much acquainted with ; and the Attitude of a Griffon pounding in an Apothecary's Mortar, is what fewer without the Painter's Assistance, could have easily conceived——But *this*, with *black Swans*, the Sun and Moon on the same Sign, with the side of the Moon next to the Sun *dark and unenlightened*, and such like *bold Attempts*, are what open the young Mind, and lead to that free and daring Exercise of the *Imagination*,

nation, without which nothing great in Painting can be atchieved.

A tender hearted Parent we know is, by our modern *simile loving* Divines, frequently assimilated to a *Pelican*: But how are we to know the Extent of that Bird's Affection for its Offspring; were it not, that in every Street, we see it pecking its Breast with its Bill, and its young ones eagerly sucking up the Blood, which streams down its Feathers: Without such Signs therefore, you see, the Preacher's Simile would be lost; and with it, *doubtless*, (for Similes are *never* vainly, or uselessly introduced) much pious and profitable Instruction.

The *King's Arms*, at the same Time that they are Signs of the Loyalty of such as hang them out, serve also to remind others that they should not be deficient in this publick Virtue; and a Friend of mine assures me, that he once knew the Families of five Tradesmen, in one Street, converted to Loyalty, upon the setting up the *King's Arms* over the Door of a Brother in Trade,
who

who was a *very old* Man : From that hour, he says, his Majesty's Health was bumpered twice a Day in all their Families.

Woolpacks are placed, I am told, beneath the Lords in the House of Peers, to remember them, (Wool being the Staple Commodity of *England*) that they should *sitting there* be more particularly attentive to *her* Interest : (I doubt not but *Scotch Pebbles* will be introduced soon, for a like purpose) and why may not *Woolpacks* suspended continually before our Eyes, produce the same good Effects, as when put under their Lordships Posteriors ; and keep us always mindful of *England's* Welfare.

The many beautiful Signs of winged *Angels* are so many of the strongest Incentives to Virtue ; and cannot fail to stimulate the Fair to tread, with Perseverance, those Paths, which will at last bring them to that happy Place ; where they shall all become *pretty Angels**. While the Sign of a *Baptist's*

* Motives of this kind must affect most sensibly our *fine* Ladies, and our *much finer* modern young Gentlemen ; and may gratify People's Inclinations, who are fond of *flying*.

tist's Head, conveying indeed a scripture Story, is, however, so shocking to Humanity, and so strongly expresses the Discordance there is, between Beauty and Bloodshed; or rather, how much Vice deforms the finest Face, or Person; that it is probable it might have retained even a *Blandy* or a *Jefferies* in the ways of Virtue, had they seen it; and that if Signs of this sort were more in Fashion, Child-Murder would be much less frequent.

One Convenience arises from Signs to *near sighted Persons*, (and you know, Gentlemen, most of our People of Fashion now are either from Nature, Distemper, or Affectation *near sighted*) that a Sign is much easier seen, than a Direction read; and whenever I perceive a Shoulder of Mutton, or a Round of Beef, I know I can there satiate my Hunger, without running about to look for a Beef-Steak Ordinary in *small printed Letters*; during which time, I might entirely loose my Appetite, and be unable to eat a Pennyworth.

The *three Nuns*, exhibit to us the appearance of three *outlandish Women*, of such

fort as are not to be found in this Country ; and may serve also to give us some Idea of the *vestal Virgins* : This Sign, as well as that of the *winged Angels*, should be executed by the most eminent Gentlemen Artists of *Harp-alley*, that the transcendent Beauty of the *Nuns*' Countenances, might allure our Virgins, to retain their Virginity ; which would be *equally* for their own Peace, Pleasure and Quiet, as for the Advantage of the human Race.

The *Hog in Armour*, to Country People, who may not be in Town, on *review* Days, affords a lively Representation of an armed and accoutred Officer of the *Tr--n B--nds* ; and must be very useful and pleasant, to such as have seldom Opportunities of seeing such *strange Sights*.

The *Scotch Fiddle*, if well painted, might be particularly useful to keep alive, and perpetuate that *patriot Aversion*, all good *Englismen* should with much Care cultivate, to the Natives and Inhabitants of the other part of the *united Kingdom* : This is more necessary in the lamented Absence of the *worthy Writer* of the *North Briton*.

The

The *Adam and Eve*, and all other *scriptural* Signs remind us of sacred Histories, which we are but too apt to forget in this profligate Age ; in which 'tis no Wonder the *Bible* should be neglected, when even the *Prayer-Book* itself is in Danger of being forgot.

The *Ghost of Cock-lane*, and the *Conjurer jumping into a pint Bottle*, serve as honourable Memorials of the great *Faith* of the *English* Nation, and how *extremely ready* we always are to believe, what we *cannot* comprehend.

These are but a few, a very few of the many Proofs I might advance, of the Utility of Signs, and how much they contribute to the Increase of Knowledge in the Inhabitants, or Visitants of this great Metropolis.—I could show you how they might be rendered still more instructive : Thus *Tailors'*, *Milliners'*, and *Mantua-makers'* Signs, weekly altered, might exhibit all the *Variety of the Fashions*. *Dancing and Fencing Masters'* might teach the most graceful *Attitudes* ; *Printsellers'* would furnish us with the *reigning Toasts* ; and

many a *Gentleman*, as well as *Footman*, has learned to make a genteel Bow, taking another by the Hand, by a half Hour's serious Contemplation, of the Sign of the *Salutation-Tavern* : But it is irksome to think of *new* Advantages, when we are under the Apprehensions of losing the *old*, with the *Signs themselves*, from which alone these new Advantages could arise. I own I even write with regret on a *Subject*, of which I dread we must be so soon deprived ; yet indulge me, Gentlemen, but a few Words more, to excite you to stand up in the Defence of these precious Signs ; the Ornament of our Houses, and the Glory of our Capital.

I am very well acquainted with, Gentlemen, and very highly value for, *your Affection for the fine Arts* ; and, as you tender their Prosperity in this Country, let me intreat you not to part with our *Signs* : *Sign-daubing* is a School for *Painters* ; just as *Fisherics* are a Nursery for *Sailors* : Nothing is more easily conceived, that *he* may be very well qualified to paint a Sign, to be viewed at the Distance of forty Feet ; who
would

would be but an improper Hand for a miniature Picture, to be seen just beyond the Point of the Nose : What Traveller, who has been at *Rome*, has not seen the Sign of *the Cat and an old Woman*, which still hangs up in the Street leading to the *Villa Borgheſe*, and was the firſt Eſſay of the inimitable *Michael Ange'o**.—If you would have *Titians* and *Raphaels* encourage, by all means, encourage *Sign-Painting*.

Another

* Poets and Painters, like ſome of our greateſt Merchants, riſe from ſmall beginnings : Every one knows the immortal *Shakeſpear's* firſt Production was a bridal Song, beginning with,

*Lads, and Lasses, come with me,
Dance beneath a Hawthorn Tree, &c.*

The elegant Simplicity of theſe two firſt Lines runs thro' the whole of the Ballad; the Beauties of which, no *Engliſh* Critic has, I believe yet diſplayed to the Public.—The Song itſelf indeed is now almoſt neglected; tho' every good Judge who has heard it, muſt allow it is in every reſpect ſuperior to thoſe *Italian* Airs, which compoſe a great part of our moſt ridiculous and *irrational* Winter Entertainments.—If thoſe who differ from the Author will take the Trouble to read No. 5, 18, &c. of the *Spectator*, and—*Angeloni's* 22, 16, 50, and 51, Letters, they may perhaps ſee Reaſon to alter their Opinion.

Another Consideration, Gentlemen, well meriting your Attention, is, that denuding the City of its *Signs* cannot fail to lessen it also in its *Wealth*, in the *Estimation of Foreigners*: Wherever you see a Country full of Gentlemens Seats, and Towns, there you may conclude that Country to be rich and populous; and just so 'tis when you see a City full of Shops and Signs, there you may infer its Inhabitants to be industrious and opulent: *Signs* strike the Eye; and are a sort of Vouchers of Wealth: Remove these; you leave us perhaps little poorer; but the Idea Foreigners had of our Wealth, certainly falls *with our Signs*, and our *Credit* sinks of course; and every Man; who understands Trade, knows that you had better carry off the half of a Merchant's Cash, than in the least affect his Credit.—Our City, stripped of its *Signs*, will resemble a Lord Mayor stripped of his Robes.—Neither may indeed *be* less, but they will *appear* less: And observe a *farther* Consequence; that as *London* sinks in the *Estimation of Foreigners*, *Edinburgh* and other *Scotch* Towns will rise; by our *Signs*

Signs being transferred to *that* Country, *where* you could no more before the Union have found a *Sign* than a *Tree*; and *that* we know would have been a difficult Matter; for the Champion of our Liberty, the Author of the *North Briton*, has assured us, that if *Judas Iscariot* had thought of attempting Suicide in that Country, he would sooner have found the Grace of Repentance, than a *Tree* to have hanged himself on.

The *Romans* were a very wise People, and knew of what Consequence it was to have a Number of Signs in *Rome*, to exalt her in the Opinion of Strangers: Hence in the flourishing Days of that State, every City in *Italy* abounded with Signs; 'till the *Goths* and *Vandals*, like the *Scots*, the Enemies of the Arts, came from their bleak northern Regions, and pulled them ALL down: *Quintilian*, your favourite Author, Gentlemen, says, "*Tabernæ erant circa Forum, ac Scutum illud Signi Gratia Positum.*" That is, there were Taverns near the Exchange, which had *Shields* for their Signs: Their Signs, you see, were emblematical as our own; the *Shields* denoting
the

the *Safety* there is in Drinking ; or, that a *Bumper wards off* Care ; and hence arise *two* Arguments, for the Salvation of our Signs ; the *Example* of that wise Nation ; and the *Antiquity* of Signs themselves.

Finally, Gentlemen, (here is the *Sign*, of a Conclusion) there remains yet one Reason more for your opposing the pulling down the Signs, and it is *no less* cogent than these I have already mentioned.—It is this, that the Signs are *Musical* ; and Musick you know was *ever* friendly to Virtue : How often returning Home, at the quiet and sober Midnight Hour, has the Harmony of two Signs, vibrated by the Wind, and soft on their Hinges turning, arrested my Steps on the Pavement ; and detained my ravished Ears, rapturously attentive to their beautiful *Duet* : Sometimes I have had the additional Pleasure of the Watchman's mellifluous Notes, which formed a most delightful *Trio*. A Friend of mine, a great Musician, in windy Weather, is so charmed with the Harmony of the Signs of the Globe, Sun and Moon in *Astronomy-street*,

street, that he often compares it to the *Musick of the Spheres*, and thinks no inadequate Idea may be formed from that of the *Concerto Spirituale*. You know the Force of Musick, Gentlemen; and, I doubt not, have felt the Truth of our sweet Poet's Observation, that Musick has power to soothe the *savage Breast*.—*Shakespear*, if I mistake not, mentions it to us, as an Antidote against Treason; and all ethical Writers concur in celebrating it as propitious to Morality, and particularly friendly to *femal'e Fame*.

As you regard, therefore, the Morals of your Sons and Apprentices; as you value the Reputation of your Wives and Daughters; as you would wish their Chastity to remain unassailed; ---then, then *certainly* most secure—oppose, oppose, with all your Might, the Destruction of the Signs.

Thus have I, Gentlemen, fully acquitted my Promise, and proved by a number of most convincing, and unanswerable Arguments, that the *Paving our Streets*, in the new Fashion proposed, with *Scotch Pebbles*, and the *pulling down our*
H Signs,

Signs, must be in the last Degree prejudicial to the *Health, Morals, Understandings, Fame, and Fortune* of our Citizens : It remains with you, Gentlemen, to deliberate what Method you are to take, to stop this Torrent of ruinous Innovation : Let your Measures be *legal, and constitutional*, such as an inviolate Attachment to the publick Good will justify ; and O may they be effectual : The *Scots* will not fail to move *Heaven and Earth* to obtain a Settlement here ; and if they once get *firm Footing*, *Englishmen* may then repair to *New England*.—For my own part, the Moment one *Alley* of the City is stripped of its Signs, or one of its narrowest *Lanes* disgraced with *Scotch Pebbles*, that instant, I quit this devoted Land ; and—unable to behold the Distresses of my Country, will retire,—*ad ULTIMAW THULY**—

then,

* *ULTIMAW THULY* is a Village, situated at the foot of the *Apalacbian* Mountains, in *North America* ; mentioned by an old *Roman* political ministerial Ballad-Writer, *Horatius* ; and, supposed in *his* Days, to be the utmost Limits of the *Roman Empire* on *that Quarter*.

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then, then,——O *England, England!*——
O *London, London!*——O *my fellow Citi*
zens.——

The AUTHOR *expires.*

[Enter the Publisher, the Printer,
and Printer's Devils, and carry off
the——COPY.]

The Scene shuts.



